

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

receiving, at a server, unique information supplied from a client device across the transmission network to the server;

preparing, based on unique information, a preview image of a unique information indicating product that indicates the unique information, ~~the product being selected from a group consisting of stamps and business cards;~~

transmitting the prepared preview image to the client device; and

displaying the preview image using a browser of the client device,

wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images at the same time corresponding to ~~different text fonts~~ variations of a feature selectable for the unique information indicating product.

2. (Original) A method as claimed in claim 1, wherein the steps of preparing and displaying are performed in real time response to character input performed at the client device for the unique information.

3. (Original) A method as claimed in claim 1, wherein the steps of preparing and displaying are performed in response to a preview reception request sent from the client device to the server.

4. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different colors selectable for the unique information indicating product.

5. (Canceled)

6. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different sizes selectable for the unique information indicating product.

7. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different types selectable for the unique information indicating product.

8. (Currently Amended) A method as claimed in claim 1, further comprising:  
~~wherein:~~

~~the step of receiving the unique information includes receiving a customer identifier;~~

~~\_\_\_\_\_ storing the received unique information in correspondence with a customer identifier into a customer database; and~~

~~\_\_\_\_\_ receiving the customer identifier from the client device across the transmission network;~~

~~\_\_\_\_\_ wherein:~~

~~the step of preparing the preview image includes extracting, from a the unique information corresponding to the received customer identifier from the customer database that stores customer identifiers in correspondence with customer information, unique information associated with the customer identifier and preparing the preview image to indicate the extracted unique information on the unique information indicating product; and~~

~~the step of displaying includes displaying the extracted unique information in the preview image of the unique information display product.~~

9. (Currently Amended) A method as claimed in claim 8, ~~wherein:~~ further comprising:

~~the step of preparing includes preparing a the customer identifier when the server receives unique information to be displayed on the unique information indicating product, but does not receive a customer identifier; and~~

~~the step of transmitting the prepared preview image to the client device includes transmitting the prepared customer identifier to the client device.~~

10-34. (Canceled)